

Brooks & Dunn - One-Page Highlights

Two Step Inn | 2026-04-18 to 2026-04-19 | Georgetown, TX

Tier A | Billing 1 | Priority 72% | Viral 14% | Hype 56%

Primary Capture Moments

- TikTok: Use "Brand New Man" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Boot Scootin' Boogie" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Brand New Man" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Only in America / Little Miss Honky Tonk".

Likely Song Triggers

- Neon Moon: in-set 96% | opener 6% | closer+encore 0%
- Boot Scootin' Boogie: in-set 80% | opener 0% | closer+encore 75%
- Red Dirt Road: in-set 78% | opener 6% | closer+encore 0%
- My Maria: in-set 76% | opener 0% | closer+encore 31%
- Brand New Man: in-set 74% | opener 100% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Brand New Man" to maximize first-scroll retention.
- Save a hard cut reveal for "Boot Scootin' Boogie" as the end-of-video payoff moment.
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: youtube | confidence 34%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-04-14T14:05:33.585Z
- Poster day hint: unavailable